ORDER

Orders Order / Rev: 712241 06308254 Alt Order #: #3220 AFSCME Product Desc: WKYC 3220 Estimate: Flight Dates: 09/12/12 - 09/23/12 Primary AE: Dan Foster Sales Office: 09/07/12 / 09/14/12 Original Date / Rev: T-CHI Order Type: Political Sales Region: NAT Adelstein & Assoicates Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 222 W Ontario Ste 600 Billing Cycle: EOM/EOC Chicago, IL 60610 Agency Commission: 15% Advertiser Name: **American Federal State County Munic** Demographic: A25-54 New Business Thru:

Product Codes: IS-Issue/Non Ballot, IS-Candidate/US

Priority: P-2

Revenue Codes: AGY, GEN, POL Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	41	\$102,700.00	\$87,295.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Ratin
Sentember 2012	41	\$102 700 00	\$87 295 00	0.0

00:15:00

September 2012 0.00 \$102,700.00 \$87,295.00 Totals 41 \$102,700.00 0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	19%	\$102,700.00
Market	100%	\$540,526.32

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	29%	\$156,752.63
WJW	14%	\$75,673.68
WOIO	35%	\$189,184.21
WUAB	3%	\$16,215.79

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	09/12/12	09/14/12	M-F 7-9a Today	CM	7a-9a	WTF	:30 3	\$2,500.00 P-1	0.00 NM	3	\$7,500.00
			Today Show								
TODAY	SHOW										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/	10/12	09/16/12	WTF	3	\$2,500.00	0.00					
E 2 WKYC	09/15/12	09/15/12	SAT TDY	СМ	7a-9a	S-	:30 2	\$2,500.00 P-1	0.00 NM	2	\$5,000.00
			NBC Today Show	v (Sa)							
SAT TO	DAY										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/	10/12	09/16/12	S-	2	\$2,500.00	0.00					
E 3 WKYC	09/12/12	09/14/12	M-F 3-4p	СМ	3p-4p	WTF	:30 4	\$800.00 P-1	0.00 NM	4	\$3,200.00
			The Doctors								
DOCTO	RS										

Print Date: 09/18/12 14:48:57 Page 2 of 3

Order / Rev: 712241 Advertiser: American Federal State County Municipa

Alt Order #: 06308254 Product Desc: #3220 AFSCME WKYC

Flight Dates: 09/12/12 - 09/23/12 Estimate: 3220

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
E 3 WKYC	09/12/1	2 09/14/12	M-F 3-4p	CM	3р-4р	WГF	:30	4 \$800.00 P-1	0.00 NM	4	\$3,200.00
DOCTO	NDC		The Doctors								
	ort Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	WTF	4	\$800.00	0.00					
E 4 WKYC	09/12/1	2 09/14/12	M-F 4-5p	CM	4p-5p	WTF	:30	3 \$1,000.00 P-1	0.00 NM	3	\$3,000.00
ELLEN			Ellen Degeneres								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	WГF		\$1,000.00	0.00					
E 5 WKYC	09/12/1	2 09/14/12		CM	5р-6р	WTF	:30	2 \$2,000.00 P-1	0.00 NM	2	\$4,000.00
DR.PHI			Dr. Phil								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	WГF		\$2,000.00	0.00					
E 6 WKYC	09/14/1	2 09/14/12		CM	10-11p	F	:30	1 \$8,000.00 P-2	0.00 NM	1	\$8,000.00
DATEL	INF		Fri Prime C								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/	/10/12	09/16/12	F	1	\$8,000.00	0.00					
E 7 WKYC	09/16/1	2 09/16/12	Post NFL News	CM	Various	S	:30	1 \$4,500.00 P-1	0.00 NM	1	\$4,500.00
NEWS			LN Sun Follows N	NFL							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			j		
Week: 09/		09/16/12	S	1	\$4,500.00	0.00					
E 8 WKYC	09/15/1	2 09/15/12	Saturday Night Liv		1130p-107a	S-	:30	1 \$3,000.00 P-1	0.00 NM	1	\$3,000.00
SNL			Saturday Night Li	ve							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			į		
Week: 09/		09/16/12	S-	1	\$3,000.00	0.00					
E 9 WKYC	09/12/1	2 09/14/12	M-F 9-10a Today	II CM	9a-10a	WTF	:30	3 \$1,200.00 P-1	0.00 NM	3	\$3,600.00
TODAY	SHOW 2	2	Today Show II								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			į		
Week: 09/		09/16/12	WTF		\$1,200.00	0.00		Levelle Date	Di T		
	Date Ra		escription 1-F 9-10a Today II	<u>Star</u> 9a-1	<u>t/End Time</u> 0a	_	<u>/eekdays</u> - WThF		Rtg Type		
	e MG 9.4		rr o rou roudy n	ou i	ou			.σσ(φ1,2σσ.σσ)	0.00 74111		
-	c new cu										
	09/17/12 for 9.1 (I-F 9-10a Today II	9a-1	0a	M	[:30 \$1,200.00	0.00 NM		
			D	- LL - LIOM	1100- 10-			4 (14 000 00 0 1	0.00 NIM	4	#4 000 00
E 10 WKYC	09/16/1	2 09/16/12	Browns Pre-Game Browns Pre-Game		1130a-12p	S	:30	1 \$1,200.00 P-1	0.00 NM	1	\$1,200.00
BROW	NS HUDE	DLE	2.0								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	S	1 1	\$1,200.00	0.00	.20	1 ¢0 000 00 D 1	0.00 NM	4	¢o 000 00
EII WKIC	09/16/1	2 09/10/12	Football Night in A		Various	3	:30	1 \$8,000.00 P-1	0.00 NM	1	\$8,000.00
FTBL N	IIGHT		3								
	rt Date	End Date	Weekdays 5	Spots/Week	Rate	Rating					
Week: 09/		09/16/12	S	1	\$8,000.00	0.00 MTWTF	.20	2 \$2 500 00 D 1	0.00 NIM	2	¢5 000 00
LIZ WNIC	U3/11/1	Z U3/Z I/ IZ	M-F 7-9a Today Today Show	СМ	7a-9a	MII MI L	:30	2 \$2,500.00 P-1	0.00 NM	2	\$5,000.00
	SHOW		,								
	rt Date	End Date	Weekdays MTWTF	Spots/Week	Rate Co. co.	Rating					
Week: 09/ E13 WKYC		09/23/12		CM	\$2,500.00 3p-4p	0.00 MTWTF	:30	3 \$800.00 P-1	0.00 NM	3	\$2,400.00
L 13 WKIC	03/11/1	_ U31Z1/1Z	The Doctors	CIVI	oh⊸∔h	1A11 AA 1 1,	.50	υ φουυ.υυ r-1	O.OO INIVI	3	ψ2,400.00
DOCTO											
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u>	Rating					
Week: 09/	11/12	09/23/12	IVII VV I Г	3	\$800.00	0.00					

Print Date: 09/18/12 14:48:58 Page 3 of 3

Order / Rev: 712241 Advertiser: American Federal State County Municipa

Alt Order #: 06308254 Product Desc: #3220 AFSCME WKYC

Flight Dates: 09/12/12 - 09/23/12 Estimate: 3220

Ln Ch	Start	End	Inventory Code	Break	Start/End T	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E14 WKYC	09/17/1	2 09/21/12	M-F 4-5p	CM	4p-5p	МГЖГБ	:30	3	\$1,000.00 P-1	0.00 NM	3	\$3,000.00
ELLEN			Ellen Degeneres									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	/17/12	09/23/12	МГWГF	3	\$1,000.00	0.00						
E 15 WKYC	09/17/1	2 09/21/12	M-F 5-6p	CM	5р-6р	МГWГF	:30	2	\$2,000.00 P-1	0.00 NM	2	\$4,000.00
DR.PHI	II.		Dr. Phil									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	MTWTF		\$2,000.00	0.00						
E 16 WKYC	09/17/1	2 09/23/12		CM		m/SS EMTWTFSS	:30	1	\$3,800.00 P-1	0.00 NM	1	\$3,800.00
NEWS			Early News (M-S	٦)	(6:00 PM-6:3	30 PM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	MTWTFSS	1	\$3,800.00	0.00						
E 17 WKYC	09/21/1	2 09/21/12	Fri Prime C	CM	10-11p	F	:30	1	\$8,000.00 P-2	0.00 NM	1	\$8,000.00
			Fri Prime C									
DATEL		End Data	Mookdovo	Spots/Week	Poto	Poting						
Week: 09	art Date /17/12	End Date 09/23/12	<u>Weekdays</u> F	<u>Spois/Week</u>	Rate \$8,000.00	Rating 0.00						
E 18 WKYC	-		Post NFL News	СМ	Various	S	:30	1	\$4,500.00 P-1	0.00 NM	1	\$4,500.00
			LN Sun Follows N	IFL								
NEWS		5 1 5 1		0 . 00 .	Б.	D #						
Sta Week: 09/	art Date /17/12	End Date 09/23/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$4,500.00	Rating 0.00						
E 19 WKYC			Saturday Night Liv	-	1130p-107a		:30	1	\$3,000.00 P-1	0.00 NM	1	\$3,000.00
			Saturday Night Li		· ·							, ,
SNL												
Sta Week: 09/	art Date	End Date 09/23/12	Weekdays S-	Spots/Week 1	Rate \$3,000.00	Rating 0.00						
			M-F 9-10a Today	·	9a-10a	<u>МГ</u> WГF	:30	1	\$1,200.00 P-1	0.00 NM	1	\$1,200.00
220 1111.0	00/11/1	2 00/21/12	Today Show II		(9:00 AM-10		.00		ψ1,200.001	0.00 14111		Ψ1,200.00
	SHOW 2											
	art Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u>	Rating 0.00						
Week: 09/ E 21 WKYC		2 09/23/12	Notre Dame Footl	·	\$1,200.00	Footb S-	:30	2	\$2,800.00 P-1	0.00 NM	2	\$5,600.00
LZI WKIO	03/22/1	2 03/22/12	Notre Dame Foot		Notic Dame	1 00105-	.50	2	ψ2,000.001 -1	0.00 14101		ψ5,000.00
NOTRE	DAME/N	MICHIGAN										
	art Date	End Date	Weekdays S-	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	Browns Pre-Game	2 Hudd@M	\$2,800.00 1130a-12p	0.00	:30	1	\$1,200.00 P-1	0.00 NM	1	\$1,200.00
LZZ WKIC	09/23/1	2 09/23/12	Browns Pre-Gam		1130a-12p	3	.30		φ1,200.00 F-1	U.UU INIVI	· '	φ1,200.00
BROWI	NS HUDE	DLE										
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S	1	\$1,200.00	0.00		4.0	10,000,00 P. 1	0.00 NIM		# 40 000 00
E 23 WKYC	09/23/1	2 09/23/12	Football Night in A		Various	S	:30	1\$	10,000.00 P-1	0.00 NM	1	\$10,000.00
FTBL N	IIGHT		. Journal Highlin	anonoa								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	/17/12	09/23/12	S	1;	\$10,000.00	0.00				Totala		¢102.700.00